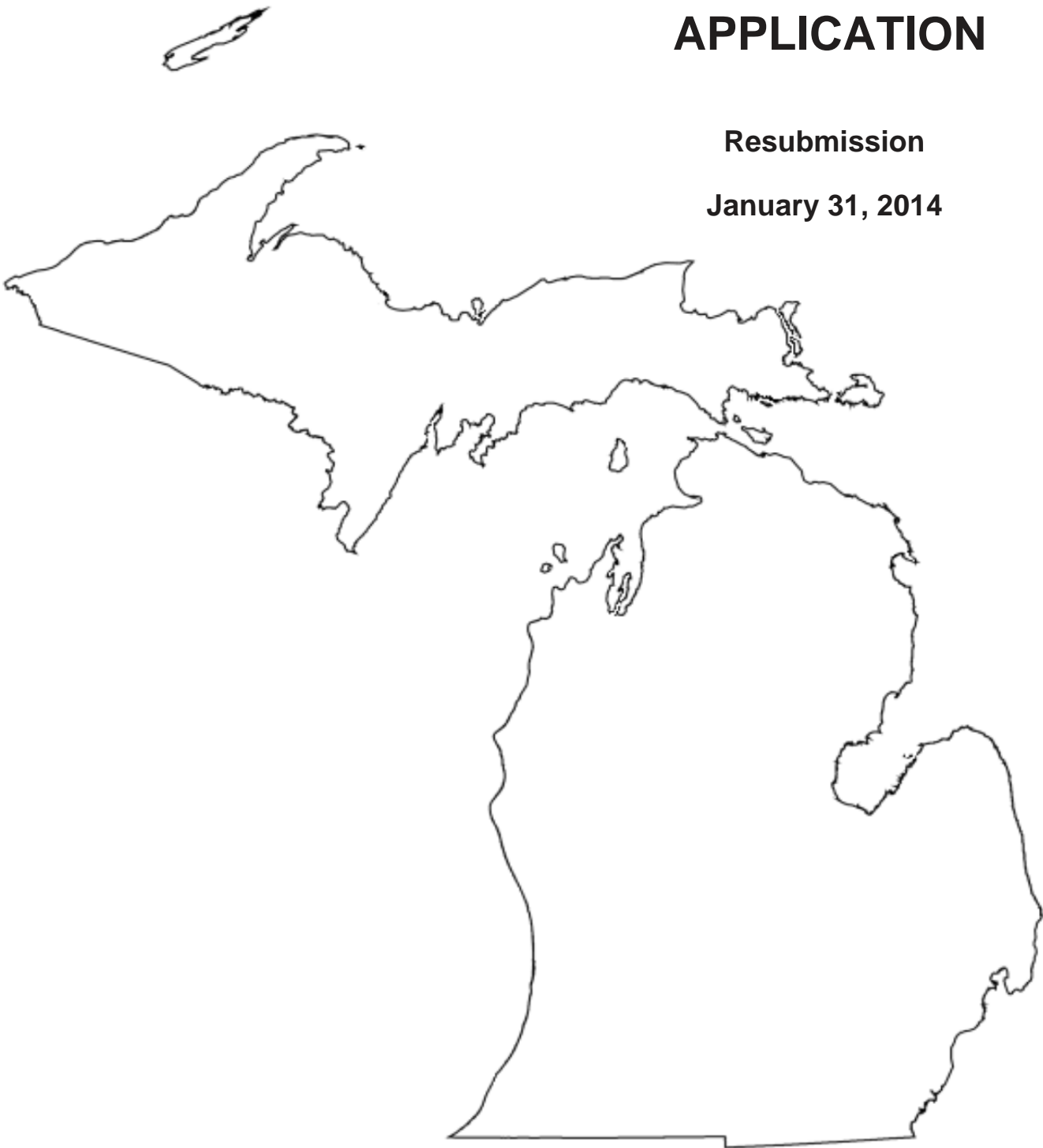


# REGIONAL PROSPERITY INITIATIVE APPLICATION

Resubmission

January 31, 2014



The Regional Prosperity Initiative Application Form was developed to facilitate the application process for regional collaboration within designated regions throughout Michigan, as illustrated on the attached map.

The following checklist outlines the sequence of steps to complete an application:

- ☐ Study the Regional Prosperity Guidance and boilerplate to understand the requirements and purpose behind the new approach to regional collaboration and whether you are eligible to apply on behalf of your partnership.
- ☐ Note any additional requirements beyond the prerequisites of the grant application form (e.g., letters of support, application deadlines, etc.).
- ☐ Fill out the application form completely.
- ☐ Applications must be accompanied by a cover letter (no more than one page) in which you state your request and proposed use of funds. This letter should be signed by your director and your board president.
- ☐ The application for which you are seeking approval is collaboration with other agencies; include letters of support from the collaborating agencies. (A resolution of support from the lead applicant and a letter of support from each co-applicant are due at the time of submission.)
- ☐ Complete the narrative section on page six. Please, no more than four pages total (type no smaller than twelve point, margins no smaller than one inch).
- ☐ Enclose your organization's incorporating documents and pertinent memorandums of understanding.
- ☐ Enclose a list of current board members (include member affiliations and any other pertinent information).
- ☐ Enclose a list of key organizational staff, including titles and main functions.
- ☐ Enclose the most recent audited financial statement (if available).
- ☐ Enclose your organization's current year operating budget.
- ☐ Enclose a detailed budget of the project for which funds are being sought (if applicable).
- ☐ Application is due to DTMB by November 1, 2013. Submit by e-mail: [harkinsc1@michigan.gov](mailto:harkinsc1@michigan.gov).

Additional questions may be directed to:

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## GLOSSARY OF TERMS/ACRONYMS:

<b>CDC:</b> Collaborative Development Council	<b>MPO:</b> Metropolitan Planning Organization
<b>CEDS:</b> Comprehensive Economic Development Strategies	<b>MWA:</b> Michigan Works! Agency
<b>EDA:</b> Economic Development Administration	<b>RPA:</b> Regional Planning Agency
<b>FTE:</b> Full-time Equivalent	<b>SPDR:</b> State Planning and Development Regions
<b>MEDC:</b> Michigan Economic Development Corporation	

APPLICATION MADE FOR: Region 6 DATE: October 24, 2013  
(NAME of REGION)

NAME OF APPLICANT ORGANIZATION:

GLS Region V Planning and Development Commission

YEAR INCORPORATED: 1973

ADDRESS: (include street address if different)

Is the name above the same as  
it appears on the IRS Letter of  
Determination? Yes ☒ No ☐

1101 Beach Street, Room 223  
Flint, MI 48502

If not, explain: \_\_\_\_\_  
\_\_\_\_\_

CHIEF EXECUTIVE'S NAME & TITLE: Derek Bradshaw, Fiscal Officer

CONTACT'S NAME & TITLE (if different): \_\_\_\_\_

CONTACT TELEPHONE NUMBER: 810-766-6546  
dbradshaw@co.genesee.mi.us

EMAIL

ADDRESS:

NUMBER OF FTE POSITIONS: 1.5

OPERATING BUDGET TOTAL FOR CURRENT FISCAL YEAR: \$93,098

Fiscal Year: October 1, 2013 September 30, 2014  
From To

SOURCES OF INCOME:

Government	Federal	<u>      </u> %	Fees/Earned Income	<u>  1  </u> %
	State	<u>  99  </u> %	Individual Contributions	<u>      </u> %
	County	<u>      </u> %	Corporate and/or Foundation Grants	<u>      </u> %
	City/Township/Village	<u>      </u> %	Special Events	<u>      </u> %
			Memberships	<u>      </u> %
			Other	<u>      </u> %

Are you applying for (check one of the following):

Regional Prosperity Collaborative ☒  
Regional Prosperity Board ☐  
(TIER ONE)

Regional Prosperity Council ☐  
(TIER TWO)

Regional Prosperity Board ☐  
(TIER THREE)

Are you applying for funds to complete a feasibility study for the purpose of developing a strategy to move to a different tier (check one of the following):

YES ☐

NO ☒

## Guidance for Regional Funding Applications and Expectations

1. *What is the total amount of your funding request? Please provide an itemized list of what you intend to do with that funding. Include a timeline, information about any funds you will plan to leverage in your effort and how you intend to measure success.*

The total funding requested for the Region 6 prosperity region is \$250,000. This funding will support the creation of an overall 5 year regional prosperity plan and systems with which our regional partners will interact and implement the plan. This plan will include an economic development blueprint which will include target sector strategies for our region. These implementation strategies will position our area for early success in fostering regional prosperity. The other key to this plan is utilizing, wherever possible, our local partners. This approach will build local capacity and ensure success after the consultants work is finished. To measure success we will utilize a performance dashboard with agreed upon measurable goals.

### Project Budget

		Revised Ap
Project Management (GLS)		\$ 37,500
Consultant	Overall Plan	\$ 120,000
7 County Leads	Huron	\$ 2,800
	Tuscola	\$ 4,200
	Sanilac	\$ 3,500
	St Clair	\$ 13,300
	Lapeer	\$ 7,000
	Genesee	\$ 22,000
	Shiawassee	\$ 5,600
Public Engagement/Dashboard	Interactive Technology Based	\$ 15,000
Marketing Services	Design Services, Print, Web	\$ 9,100
Communications Support	Strategy & Messaging	\$ 5,000
Meeting Expenses		\$ 5,000
Total		\$ 250,000

## Project Timeline

Regional Prosperity Grant Timeline Region 6									
	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Steering Committee Meetings		M	M		M		M		M
Project Management									
Request for Proposal			CS						
Consultant Plan Development and Strategies					T1		T2	D	A
Public Engagement									
Marketing Services		◆	⊗		⊗		⊗		⊗
Communications Support		◆	⊗		⊗		⊗		⊗
D = Draft   A = Approval		D	A						
Consultant Selection		CS							
Consultant Technical Reports		T1	T2						
Steering Committee Meetings		M							
Steering Committee Action Meetings		M							
Development of Project Tools		◆							
Deliverable to Steering Committee		⊗							

List all partners participating in this application. Please specifically denote those that are required partners as identified in the boilerplate language. Please outline any additional prospective partners you will be approaching to participate in this effort.

## REQUIRED PARTICIPATING PARTNERS

### Adult Education/Higher Education:

- Mott Community College
- Baker College of Flint
- St. Clair Community College
- Baker College of Owosso

### Workforce Development:

- Thumb Works
- Genesee/Shiawassee MICHIGAN WORKS
- Macomb/St. Clair MICHIGAN WORKS

### Economic Development:

- Huron County Economic Development Corporation
- Lapeer Development Corporation
- Shiawassee Economic Development Partnership
- St. Clair County Economic Development Alliance
- Flint and Genesee Chamber of Commerce
- Sanilac County Economic Development Corporation

**Transportation:**

- Genesee County Metropolitan Alliance (MPO)
- Shiawassee County Road Commission
- Blue Water Area Transit
- Genesee-Lapeer-Shiawassee Region V Planning and Development Commission
- Bishop International Airport Authority
- Mass Transportation Authority
- Greater Lapeer Transportation Authority

**ADDITIONAL PARTNERS**

- Genesee County Metropolitan Planning Commission (GCMPC)
- City of Flint
- Congressman Daniel Kildee
- Genesee County Board of Commissioners
- Genesee County Parks
- Sanilac County Board of Commissioners
- Shiawassee United Way
- Charles Stewart Mott Foundation
- Community Foundation of Greater Flint
- Flint Area Reinvestment Office
- Lapeer County
- Genesee County United Way

*Are the proposed counties to be served in accordance with the regional prosperity map? If not, why not? How do you intend to begin to work in the region outlined in the aforementioned map going forward?*

All of the proposed counties to be served are in accordance with the regional prosperity map for Region 6. These counties are as follows, Huron, Tuscola, Sanilac, St. Clair, Shiawassee, Genesee, and Lapeer. The County Government of St Clair decided to not participate with this new initiative due to their strong existing ties with Southeast Michigan. The first task will be the forming of a Steering Committee with representatives from all counties and each of the different sectors to provide overall guidance and leadership for this project. This committee will be used to provide overall guidance and oversight for this project.





## **1. LEAD APPLICANT ORGANIZATIONAL BACKGROUND:**

*Include organizational mission statement and purpose, organizational qualifications, history of accomplishments, governance, area and population served, and role of volunteers. (As this is collaboration, describe the lead agency and its relation to others involved.)*

GLS Region V PDC serves the entire counties of Genesee, Lapeer and Shiawassee and the cities, villages and townships contained within the counties. Region V is a voluntary organization of local governments that serves to develop policies and plans and resolve problems common to the region.

GLS Region V PDC, a State Designated Planning Region, has shared administrative services with the Genesee County Metropolitan Planning Commission (GCMPC) since 1991. GCMPC provides planning and financial staff to implement the plans and programs of the Region V. In addition the Genesee County Metropolitan Alliance, the Metropolitan Planning Organization for Genesee County, also shares administrative services with GCMPC. These agreements have reduced the overall administrative costs and leveraged the experience and capabilities of the GCMPC to manage resources in a collaborative manner.

## **2. IDENTIFICATION OF REGIONAL ASSETS**

*Identify the defining assets of your region (geography, economy, talent, transportation, etc.) and explain why your organization, with your co-applicants, is uniquely qualified to bring all of the appropriate partners together to leverage the region's assets to create, strengthen, and support regional economic prosperity.*

This Region 6 application includes seven counties (Shiawassee, Genesee, Lapeer, Tuscola, Sanilac, St Clair and Huron counties) with a regional population of 859,596, representing approximately 9% of the state's total population. Like many Michigan communities and the state itself, the region has realized a population decline of about 4% over the past five years.

The workforce in the Region 6 area is relatively evenly distributed between male and female workers and average annual earnings are 75% of the national average at \$38,754. There are 37,623 unemployed individuals in the region, many of which come from the manufacturing and retail trade industries.

While some of these figures could be perceived as challenges, regional leaders see opportunities for growth. Vacant property and facilities as well as available workforce are key marketing points for economic developers. Additionally, we have a strong transportation and technology infrastructure and very competitive wage and benefit packages for workers that serve as selling points in our regional outreach efforts. In a recent work session over 30 regional partners compiled the assets and opportunities in the areas of economic development, workforce development, adult education, higher education, and transportation/infrastructure. They are described in the attached Asset Matrix (Table 1).

As noted in the Asset Matrix, Region 6 is rich with existing regional partnerships, projects and initiatives, and resources.

### **Region 6 has Strong Partnerships and Leadership Capacity**

GLS Region V is a stable, neutral, broad-based organization which is adept at consensus-building, creating partnerships, providing services, problem solving and fiscal management. The strength of our application is our partners. We have representation from six of the counties in our Region and across all disciplines. These partners have been key to the development of this Grant application and will be crucial to the success and implementation of this plan.

The I-69 International Trade Corridor which spans Shiawassee, Genesee, Lapeer, and St. Clair counties and includes the I-69 Corridor Next Michigan Development Corporation is an example of regional cooperation. Successful regional economic development efforts in the I-69 Corridor in marketing and outreach, export assistance programs, Renaissance Zone designations, and a recent grant award from the Economic Development Administration to complete a Regional Comprehensive Economic Development Strategy (CEDS) evidence our region's ability to cooperate and implement projects. Much of the four-county efforts are based on our rich transportation assets and a legacy of industrial manufacturing, with opportunities for advancement in agri-business and food processing clusters, among others. The addition of the three "thumb" counties strengthens existing efforts and has provided new opportunities in green technology, agriculture, and food processing.

Workforce development and the educational institutions have long-standing partnerships designed to coordinate workforce needs with training and educational programs for job opportunities. While many of these partnerships have not traditionally had a multi county scope, these agencies have crossed county borders to collaborate and involve institutions and state-level networks that go beyond the existing service areas.

### **Region 6 has Numerous Regional Projects and Initiatives**

Both the "thumb" sub-region and the I-69 International Trade Corridor sub-region have been, or will participate in, the Comprehensive Economic Development Planning process. The I-69 Corridor was recently awarded a planning grant from the Economic Development Administration. The approved Regional CEDS plan will encompass most of the elements to be included in the Regional Prosperity Plan for Shiawassee, Genesee, Lapeer, and St. Clair counties. If awarded, we would leverage EDA funds and in-kind resources already committed to economic development planning for the four-county I-69 International Trade Corridor region. The development of the CEDS plan will likely occur concurrently with the proposed Regional Prosperity Initiative projects.

Our Region also has an Adult Education Collaborative Board which is an active body of adult education providers from Genesee, Huron, Lapeer, Sanilac, Shiawassee, St Clair and Tuscola. The Board has elected officers and has been meeting regularly over the past several years. It was also successful in receiving a grant from the state in support of this body and

its collaborative efforts. The adult education providers represented include Baker College, Beecher Schools, Bendel/Carmen-Ainsworth, Brown City Schools, Christ Enrichment Center, Davenport University, Family Literacy, Fenton/Lake Fenton/Linden, Flint Community Schools, Flint-Genesee Job Core, Genesee County Literacy Council, Genesee/Shiawassee Michigan Works, Grand Blanc Schools, Huron ISD, Lapeer ISD, Mott Community College, Mt Morris Schools, Sanilac Literacy, Swartz Creek Schools, Thumb Area Michigan Works and the Thumb Correctional Facility. This is a great example of a regional collaborative effort currently in existence for adult education providers,

The three “thumb” communities have benefitted from their inclusion in the Eastern Michigan Council of Government (EMCOG) and their recent CEDS plan development. The thumb’s connection to the EMCOG region will help Region 6 to coordinate strategies, programs, and data with our regional neighbors.

### **Region 6 is Rich with Resources**

Within Region 6 are four major expressways, two major rail systems, an international airport, Amtrak accessibility, brownfield and ready-to-develop properties, alternative energy and natural resources, 153 miles of shoreline, and a direct connection to Canada at the Blue Water Bridge. Additionally, one of the most anticipated regional projects is the upcoming raw water pipeline, which will have direct economic implications for Sanilac, Lapeer, and Genesee counties and indirect impact on the rest of the region.

Throughout the region, agriculture is a major industry. The “thumb” area represents the top producer of several crops in the state and the nation. Major crops include dry beans, corn, sugar beets, hay, wheat, pickles, poultry, and dairy products. The I-69 Corridor, also rich with agricultural resources, adds to the regional characteristics a rich history of automotive and industrial equipment manufacturing, as well as urban resources and attraction capacity. Tourism is prevalent with shoreline, beaches, lighthouses, casinos, unique towns, fishing, trail systems, and natural waterways in the thumb area and many cultural and park resources in the I-69 Corridor.

It is evident that a Regional Prosperity Plan for Region 6 would build upon strong alliances, regional projects, and a unique infrastructure. The most notable asset to our region, however, is the willingness of partners across the region to collaborate. Thus far in our discussions regarding the Regional Prosperity Initiative, the partners have demonstrated their readiness to work together to access new resources and more effectively implement strategies that have local and regional benefits.

### **3. NEEDS STATEMENT**

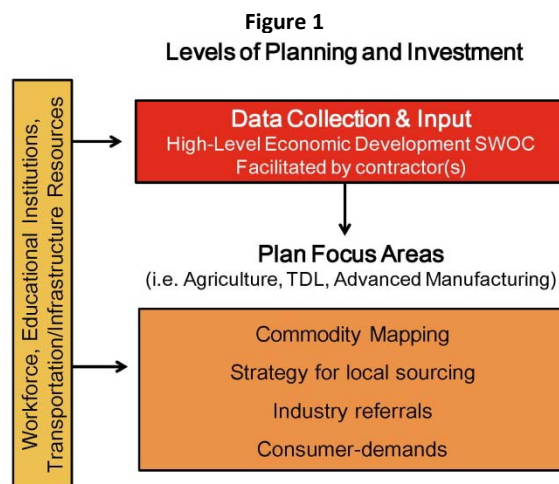
*Explain the need for a collaborative economic strategy in your region. Identify the needs you will address. Acknowledge similar existing projects or agencies, if any, and explain how your proposal differs, and what effort will be made to work cooperatively.*

Region 6 is rich with existing regional partnerships, projects and initiatives, and resources. While these assets pose real opportunities for our regional economic development, they do not come without challenges. Redrawing the regional boundaries breaks up established partnerships and changes strategies already underway to leverage our unique resources, industry clusters, and infrastructure. It also changes the authority and scope of existing planning organizations, like the Genesee-Lapeer-Shiawassee Region V. Relationships amongst the Regional Prosperity Region are in some cases fresh and in many cases non-existent, especially between economic developers, workforce development agencies, and educational institutions. Building trust and understanding of the sub-regions will be of utmost importance and will happen through the planning process.

In preparation for the Regional application, the regional partners were charged with identifying opportunities and challenges to be explored in the Regional Prosperity Planning Process and were asked to prioritize the suggestions. Within economic development the group determined the most important tasks to be: explore industry clusters; enhance our infrastructure (fiber network, rail, waste water treatment, etc.); and market and promote the region's unique assets for attracting jobs and investment. The workforce development priorities included: identify common industry profiles for education; work with employers on job descriptions and seminars; and better collaboration between MWAs and regions. Furthermore workforce development would benefit from more comprehensive data and aggregation mechanisms that help to identify and market trends by industry and profession, as well as, develop new programming that meets employers' needs and support job retention through soft skill and experiential opportunities. In the area of adult education regional partners identified a need to: address foundational or basic skills; better prepare the unemployed who have minor barriers to be successful; retained employment; provide more access to technology for participants. Higher education opportunities included: coordinating streamlined courses for job-specific or industry-related degrees; access to more trade schools; and better collaboration with the K-12 education system. When examining transportation/infrastructure the group wanted to explore: funding for transit, roads, bridges, etc.; regionalized public transit systems; and usage of the Blue Water Bridge. The list of opportunities in each of the areas of interest, go far beyond these top priorities and can be found in the attached Opportunities and Challenges matrix.

A resounding message from the group was the need to utilize the already established partnerships with neighboring regions and to let data guide strategy development, even when the economic implications come from outside of Region 6 boundaries.

Our planning strategy will help to move from a broad data-driven overview of our region, to a few key target clusters or industries that would benefit from economic development, regional workforce development,



educational, and transportation initiatives, as illustrated by Figure 1. Where we see disconnections and data gaps, we intend to explore methods to open lines of communication and to create solutions that have regional implications.

**4. ADDITIONAL INFORMATION:**

*Please address anything else about your organization or project you think is relevant to the proposal.*

*Since our original application we have received the Charles Stewart Mott Foundation's letter of support and the County Government of St Clair has removed their letter of support see below.*